

PACKAGING

THE CANNERS MAGAZINE FOR DECISION-MAKERS/AUGUST 1990

SPECIAL
REPORT

THE
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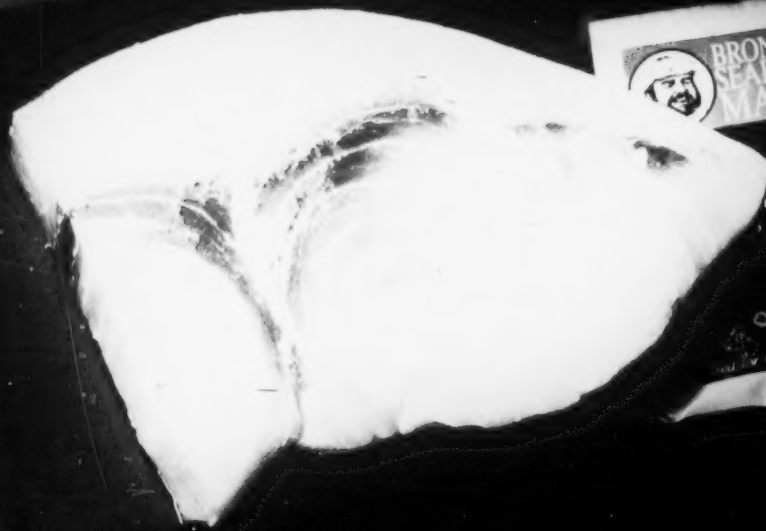
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OCEAN
GOURMET

Swordfish Steak



OCEAN
GOURMET

Salmon Steak



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VOLUME 35 NUMBER 10

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PACKAGING formerly Package Engineering including Modern Packaging (ISSN 0746-3820) is published monthly, except in February and June when two issues are published, in national, demographic and separate editions by The Cahners Publishing Company, A Division of Reed Publishing USA, 275 Washington Street, Newton MA 02458-6530. Terrence M. McIlmott, President; Charles E. Moodhe, Senior Vice President/General Manager, Chicago Division; Jerry D. Neth, Senior Vice President/Publishing Operations; J.J. Walsh, Senior Vice President/Finance; Thomas J. Dellamaria, Senior Vice President/Production and Manufacturing; Ralph Knapp, Vice President/Human Resources. Circulation records are maintained at Cahners Publishing Company, 44 Cook Street, Denver, CO 80206-5800. Phone 303/288-4511. Second-class postage paid at Denver, CO 80206-5800 and additional mailing offices. Postmaster: Send address corrections to PACKAGING at 44 Cook St., Denver, CO 80206-5800. PACKAGING formerly Package Engineering including Modern Packaging, copyright 1990 by Reed Publishing USA; Ronald G. Segel, Chairman and Chief Executive Officer; Robert L. Kraloff, President and Chief Operating Officer; William M. Platt, Senior Vice President.

PACKAGING NEWS

Latecomers Respond To '100' Poll

Survey points up a back-to-roots trend

Some revisions to our PACKAGING 100 story are in order.

Three companies responded to our survey questionnaire too late to be included in our July article. The companies and their total 1989 packaging expenditures: Colgate Palmolive Co., \$180 million; CPC International Inc., \$160 million; Pfizer Inc., \$84 million.

Compare these new figures to the rankings we published last month to determine the

proper place of these major end users.

Having analyzed results of our survey, we see what appears to be a growing trend among the PACKAGING 100. The past year has been a period of refinement if not retrenchment.

Just a short time ago, it seemed natural for an already-hyphenated chemical corporation to buy a foods conglomerate which itself owned a maker of table lamps. Although mergers and acquisitions continue at a fast pace among the PACKAGING 100, the rationale and results are changing.

Once in pursuit of opportunities to diversify wildly, many of the giants are now shopping for ways to return to their roots. If they do diversify, they move into product areas that seem related to their core business.

One recent, dramatic example is ConAgra Inc.'s announcement in June that it would acquire the last remaining bits of Beatrice Co. from New York buyout firm Kohlberg Kravis Roberts & Co.

As a result, Beatrice brands including Swift, Wesson and La Choy will join ConAgra brands, which include Armour, Banquet and Chun King. The \$1.34 billion deal is likely to make ConAgra the nation's third-largest food company.

There's more. A leading drug company has merged—not with just anybody but with another pharmaceuticals specialist. And a cereal maker that owns a toy company wants to sell it, apparently in an effort to concentrate on, cleverly enough, cereal.

Procter & Gamble, not commonly thought of as a cosmetics company, has become one with its purchase of Noxell. Although this may seem to have nudged P&G away from its primary area of expertise, personal-care products, of which P&G markets many, are closely related in form and function to cosmetics.

See the Table for information about other cosmetics giants featured in PACKAGING's exclusive July report.

What will be the net effect of such corporate reorientation on sales of packaging materials and machinery? That remains to be seen. But with regard to people, in the short run at least, such a back-to-basics philosophy could prove refreshing. Professionals who know packaging could find themselves working more closely than in years past with others of their kind.

million pounds of annual capacity on stream by the fourth quarter of 1990.

Original plans called for start-up of the first phase of production at the new plant in late June or early July.

According to spokespersons for the company, the revised schedule does not affect plans to fully restore the entire 1.8 billion pounds of annual PE capacity that was in place or under construction when an explosion and fire destroyed much of the complex last fall. Capacity will be built up in several phases, say Phillips officials, with the last phase coming into operation in mid-1992.

Anti-Fire Rule Raises Packaging Questions

Container-warehousing standard faces appeal

Uncertainty regarding the National Fire Protection Association's standard on the warehousing of combustible liquids is causing headaches for manufacturers, packagers and distributors of such products.

Originally set to go into effect Sept. 1, 1990, NFPA Standard 30 is being appealed by at least one industry association. The group contends that the standard could unfairly restrict the use of plastic in packaging flammable liquids such as lighter fluid and gasoline additives.

Among other things, the standard sets limits on the quantity of flammable or combustible liquids that can be stored in any one warehouse. It also restricts storage of such liquids packaged in plastic containers to specially designed warehouses or beefed-up, separate sections of general-purpose warehouses.

Robert Benedetti, NFPA flammable liquids engineer, tells PACKAGING that the standard could dampen sales of plastic bottles. "In a properly protected area of the warehouse," he says, "the issue of container material just goes away. But a distributor for the typical grocery store chain might say, 'I don't want to go to the trouble of storing these plastic containers specially, so I won't buy anything but steel cans.'"

For a detailed examination of the standard and its implications, see PACKAGING's March 1988 issue. Also, copies of NFPA Standard 30 are now available. Contact the National Fire Protection Association, One Batterymarch Park, P.O. Box 9101, Quincy, MA 02269-9101.

Aging Consumers Want Easy Packaging

Need for convenience grows in importance

According to PACKAGING's 1990 Consumer Survey, interest in convenient food packaging rises as consumers age.

As the age of respondents to our survey rose from under 30 to over 60, their interest in packages that were convenient to open and convenient to reseal rose significantly.

For example, only 45% of consumers under 30 years of age call "convenient to open" extremely/very important, vs. 82% of consumers over 60 years old.

This is likely to have considerable impact on packagers of foods in the future as the demographic trend called the graying of America continues.

A full report on PACKAGING's 1990 Consumer Survey appeared in our June and July issues.

LEADING COSMETICS PACKAGERS

Rank	Company (Divisions) Products
1	Avon Products (U.S. Direct Selling, Retail) Avon Color, BioAdvance, Skin So Soft, Giorgio, Giorgio's Red
2	Revlon Group (Cosmetics, Fragrances) Max Factor, Almay, Charles of the Ritz, Germain Montell
3	Unilever US (Chesebrough-Pond's, Faberge) Vaseline, Pond's Aziza, Cutex, Aqua Net, Rave, Brut, Calvin Klein, Elizabeth Arden
4	Procter & Gamble (Personal Care) Oil of Olay, Bain de Soleil, Noxema, Cover Girl, Clarion
5	Alberto-Culver (Toiletries, Professional) Alberto, VO5, Bold Hold, TCB, TCB Lite, TRESemme, Consort

Source: PACKAGING's 100 Survey, 1990

PE Giant Revises Start-up Schedule

Work on first phase to be completed in October

Phillips 66 Co. has revised its schedule for restarting polyethylene production. Start-up of the first 300 million pounds of capacity at the company's Houston Chemical Complex has been postponed until early October. Phillips officials say they still intend to have 600